A STUDY OF IMPACT OF SOCIAL MEDIA MARKETING ON COSUMER BUYING BEHAVIOUR AND DECISION MAKING: SPECIAL REFERENCE TO RURAL AREA OF NANDED AND PARBHANI

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INTRODUCTION

Social media is termed as the collection of online communication of various inputs which may be community based or individual, interactions, intercommunications, contents sharing, websites and many more among different users". Whereas various social media specialists define the term Social Media and their definitions on the various points: An on-line medium powered by the net for social communication. Social Media have become a convenient way to communicate among all age clusters. The Internet and particularly social media have modified the shoppers and marketers communicating medium. The Internet has characteristics such as - the power to inexpensively store huge amounts of data at different locations - the powerful search engines, organizing and disseminating of data - the power to function a physical distribution medium as software - relatively low prices. With the help of net and the presence of various social media sites it is now possible for business people to meet worldwide customers at single click of the button. Thanks to the internet technology, which helps the consumer to search the product on the web, view the review and ranking of existing customers for the product before he purchased the product. Consumers use the technology now a days too much as computer is used by many consumers so use of online marketing . Social media should be used to build a community, add value, and gain trust. Social media can be an effective way to connect with the intended audience, but it's crucial to do it right; otherwise, it can harm the brand.. Social networking sites platforms like Facebook, Twitter, Instagram, and Linked are commonly used. It is predicted that more than 500 million people are using social media. Marketers have been attracted by the increasing number of people using social media. Marketers have acknowledged the significance of social media in their marketing communication.. These conversations assist businesses in determining client needs and gaining a better grasp of their market. Key business aspects of social media encourage customers to estimate products, suggest to contact information or friends, and share any purchase decisions they make via social networks. Social media communication has had an impact on consumer judgement and business tactics. According to consumer socialisation, communication between many consumers influences their perceptual, affective, and behavioural perceptions. Besides that, adverts on social media pages have created new consumer behaviour. Customers use social media to create purchases or conduct

business. Recommendations from acquaintances or interconnection on social media may also aid consumers in their judgement. These proposals may advantage brand attitudes, purchasing perceptions, and marketing attitudes. The more positive responses a service or product receives, the more satisfying it becomes for purchase behaviour. Most major brands and services have taken notice and have begun to focus on digital marketing.

The rapid development of social media as effective marketing and communication tools in today's digital era has significantly altered the ways in which consumers engage with brands (Hudson et al., 2015) . The fashion retail industry is ready for this kind of innovation because it has traditionally relied heavily on visual and experiential marketing strategies (Urdea & Constantin, 2021) . Understanding the impact of social media advertising on consumer behavior in this context is becoming crucial both for theoretical and applied purposes in the business world. Among the many social media platforms that have democratized access to fashion trends, styles, and labels, two of the most popular are Instagram and TikTok, which have made window shopping more engaging and fun for consumers (Hund, 2023) . Influencer marketing and user-generated content have also emerged, adding another layer of complexity to the already complex digital marketing landscape. Consumers' decisions in the fashion retail industry are heavily influenced by social media marketing (Nash, 2019) .

In today's hyper-connected digital ecosystem, the meteoric rise and broad adoption of social media have ushered in a sea change in how businesses, especially those in the retail sector, communicate with their customers (Kohli, 2017) . Both technological progress and changes in consumer behavior have contributed to this transformation, which calls for a deeper dive into the results of social media advertising (Kotler et al., 2021)

REVIEW OF LITERATURE

NATIONAL SSTUDIES

According to Wikipedia report, there are three hundred and more Social Networking Sites and 150 crore members all over the world (www.en.wikipedia.org). At the basic level social network is a web community where people move through profiles that represent themselves to others. The important reason for today,,s people to browse these sites is because of the emergence of Social Networking Sites major paradigms shift that has taken place among the millions of people. The Social Networking Sites able to realize friends simply and form teams accruing to the interest, business, etc. It is very straightforward to transfer photos, share views on culture, cinema, sports, education and day- to-day events and happenings.

Alireza Mohammad pour et al., (2014) The study aims to find the impact of social media marketing on online buying behavior of customers with respect to brand capital using path analysis 48 technique. A sample of 160 from university of Tehran were asked to fill the questionnaire on social media marketing, brand capital and online shopping behavior of consumers. The results indicated that social media had significant impact on brand name. Social media marketing had significant indirect positive impact on online shopping behavior of consumers. The results conform the role of brand marketing in concurrence with media and online buying behavior of consumers.

Hafsa Mateen etal et al., (2015) The researchers conducted the study about the Social media impact in Pakistan and Korea. This study investigates the impact of social media on the buying behavior of consumers. This study focuses on e - word of mouth, social media publicity and social media. The findings indicated that consumers of Korean consumers have higher intention to buy a product using social media platforms when compared to customers in Pakistan. The results 49 proved that e - word of mouth have a bigger impact on buying intention when compared to publicity on social networks.

Azar ahmad and nima barhemmati et al., (2015) In their study found that Social Network Marketing is becoming the most successful model in advertising. This study aims at how Social Network Marketing influences the shopper buying behaviour among consumers who use social networking sites. The study also analyzes the relationships between customer engagement, social media selling activities and shopper purchase behaviour. A survey was conducted among fifty students of Malaysian National University. The results showed positive relationships between consumer engagement of social media and their buying behaviours.

INTERNATIONAL STUDIES

Anthony Miles D (2014) The study aims at analysing and finding influence level of a website on consumers and their decisions. This study also examines the impact of social media on client behavior. This study employed survey method with a sample 62 of 383 college students. Statistical methods like factor analysis and structural equation modeling were applied on collected data to test the factor structures and psychological factors of the data. Three hypotheses were framed and tested using AMOS software and the results notes that social media have an impact on customer behavior. The website used for the analysis is ratemyprofessor.com.

Harshini C S (2015) This study conducts an analysis of the existing theoretical contributions on Social Media Advertisements and buying intention of the consumers. The study highlights

the fact of Social Media Advertisements and its impact on intention to buy, previous studies investigated about the impact of advertisements given through website towards consumer‟s shopping behavior. This study provides a cluster of consumer‟s response towards Social Media Advertisements with reference to customer buying Intention.

Aldo Syarief et al., (2015) This study analysed the role of social media, especially Twitter, a social networking site, in communication with friends, with respect to the buying intension for the products of students companies at president University. A sample of 140 students of President 26 University was taken to study and was asked to fill the questionnaire. Various statistical tools like structural equation model, factor analysis, likertsacle were applied by using SPSS package. 8 hypotheses were framed and tested. Out of eight hypotheses, 6 showed positive relation and rest showed negative relation.

hypothesis was framed and these hypotheses were tested by structural equation modeling. The result of the study indicate that online service quality and use of Face book for on-line buying have a great impact on consumer trust.

Hajli Nick (2015) Indicated in his paper that Social commerce could be a new technology in ecommerce and the application of social media allows the customers to communicate more in the net. The author proposes a brand new model to get a better understanding of social commerce employing a PLS-SEM methodology to check the model. Results show web applications attracts the consumer to interact with others on the web. Customers use social media constructs that successively increase the amount of trust and buying intention.

Han S.l.and Nooren T (2015) The researchers conducted the study about the Social media impact in Pakistan and Korea. This study investigates the impact of social media on the buying behavior of consumers. This study focuses on e - word of mouth, social media publicity and social media. The findings indicated that consumers of Korean consumers have higher intention to buy a product using social media platforms when compared to customers in Pakistan. The results 49 proved that e - word of mouth have a bigger impact on buying intention when compared to publicity on social networks

SIGNIFICANCE OF THE STUDY

This research explores the influence of social media marketing on consumer buying behavior and decision-making processes. With the proliferation of social media platforms, businesses increasingly rely on these channels for marketing and advertising. This study seeks to understand how social media content, such as advertisements, reviews, influencer endorsements, and interactive engagement, shapes consumer preferences, perceptions, and purchase decisions. The information on impact of social media on consumer behaviour and

decision making in respect of Marathwada zone is not available in large scale. Considering this fact there is need of such research which will enlighten the Impact of Social Media Marketing on Consumer Buying Behavior and Decision-Making . Therefore, in view of all mentioned aspect . It is also felt necessary to study The Impact of Social Media Marketing on Consumer Buying Behavior and Decision-Making with special reference to Rural area of Parbhani and Nanded District.As such type of information is inadequate. Therefore, the present research investigation is planned .

STATEMENT OF THE PROBLEM

There are a big retail stores and many different shops are there in the various cities of this south Indian part, and nowadays many changes are taking place. Research has trying to see that now social media marketing is changing the situation and taking place of traditional channels of marketing. Not only young generation but old age consumers, working women, homemakers women those who are working in various organization like Banks, Private organizations and many more industries have show their interest in social marketing. In modern world, is the world of technology where social media marketing is rising too rapidly. Study show that many consumers are shifting from traditional way to modern way of purchasing the goods and services too. We have seen that social websites are rising day by day like Flipkart, Amazon and many more. The way of thinking of consumers and many customers are shifting i.e. changing. The perception of young as well as middle age and even old age consumers are changing and moving. Some consumers are thinking that it has low cost that means as compare to other ways means older way is relatively cheaper. So, social media and various networking sites are developing day by day and consumers are attracting towards them. Many students, housewives, working class people are changing their mind from traditional way to modern way. It is now really true that social networking which are doing the job of marketing are mean to changing the mind and thinking of many and various consumers. So present research work is planned in such a way that to find out how impact of social media marketing on consumer buying behaviour and decision making with special reference to rural area of Parbhani and Nanded district.

Objectives:

- To study the impact of Social media marketing on consumer buying decision process.
- To measure the change in perception of the consumers through the content and engagement on Social medias.

- To understand how business businesses can engage more customers to increase the brand value.
- To measure the positive influence of products and services social media advertising
- To analyze the role of social media marketing in influencing consumer awareness and product discovery.
- To identify the factors within social media marketing (e.g., influencer marketing, user-generated content, targeted ads) that most impact consumer buying behavior.
- To examine how consumer trust and perception are shaped by social media interactions.
- To assess the impact of social media marketing on impulse buying versus planned purchasing decisions.
- To evaluate the differences in the influence of social media marketing across demographics such as age, gender, and geographic location.

Hypotheses for the Research:

Impact of Social Media Marketing on Consumer Buying Behavior and Decision-Making

1. Primary Hypothesis (H1):

Social media marketing has a significant positive influence on consumer buying behavior and decision-making.

2. Sub-Hypotheses:

H1a: Influencer marketing significantly increases consumer trust and purchase intention.

H1b: User-generated content, such as reviews and testimonials, has a greater impact on consumer decision-making compared to brand-generated content.

H1c: Targeted social media advertisements improve consumer awareness and lead to higher purchase rates.

H1d: Visual and interactive content (e.g., videos, stories, reels) on social media has a stronger impact on consumer engagement and purchase decisions than static content.

H1e: The impact of social media marketing on consumer behavior varies significantly across different demographic groups (e.g., age, gender, location).

H1f: Social media marketing increases the likelihood of impulse buying among consumers.

H1g: Consumers are more likely to trust recommendations from social media influencers than traditional celebrity endorsements.

Research Methodology:

The rural area of parbhani and Nanded district of Marathwada region of Maharashtra state will be selected for present study. The study aimed to study the impact of social media marketing on consumer buying behaviour and decision making with special reference to rural area of Parbhani and Nanded district. The information regarding socio economic status, use of social media, type of purchasing, online and offline purchasing method, period of using social media and intensity will be find out by survey method. The structured questionnaire will be administer to the sample by person way and via google form way.

Tools: Qualitative and Quantitative data and Sample size : 600

- Sampling method: Purposive sampling
- Respondent profile : 1. young educated male and female of 18-35 years (300) 2. Adult age male female of 35 to 60 yrs(300)
- Sampling place: Three Taluka of Parbhani and three taluka of Nanded
- **RESEARCH DESIGN**

Present research work is planned in such a way that to assess the impact of social media marketing on consumer buying behaviour and decision making with special reference to rural area of Parbhani and Nanded . The sources of the study consists of both primary and secondary sources data. The primary sources consist of questionnaire and survey. While secondary sources comprise of number of research and reference book., record, journal, websites and various government and public organisation. After this the data will be analysed with help of statistical tools and technique.. Statistical techniques to identify patterns and correlations between social media marketing tactics and consumer behaviour will be presented in table form and graphical way.

SAMPLE DESIGN AND SIZE

The rural area of Parbhani and Nanded district of Marathwada region of Maharashtra state will be selected for present study

Tabular way of sample distribution

.	Parbhani (300)			Total	Nanded (300)			Total
Sample Size	Pathri (100)	Manwat (100)	Selu (100)		Ardhapur(100)	Bhokar (100)	Mudkhed (100)	
young educated male18-35 yrs	25	25	25	75	25	25	25	75
young educated	25	25	25	75	25	25	25	75

Female 18-35 yrs								
Adult age male 35-60 yrs	25	25	25	75	25	25	25	75
Adult age female 35-60yrs	25	25	25	75	25	25	25	75
Total	100	100	100	300	100	100	100	300

After finalization of sample size pre designed structured questionnaire will be prepared and information will be collected from selected sample sand collected data and information will be statically analysed and will be presented in table form and graphical way.

QUESTIONNAIRE DESIGN

To design questionnaire respondents will be informed about the aims and objectives of the questionnaire and provided information will be confidential for research work only. Questionnaire is consist of demographic information, socio economic , educational back ground information, use of cell phone, use of types of social media, online shopping , techniques of shopping, use of online transactions. Influence of area of residence, age, sex and education on purchasing behaviour will be assessed.

DATA ANALYSIS

The collected data will be properly analysed with help of statistical tools and techniques. Such as average, mean, ratio, chi square, paired t test, z test, standard deviation(SD and SE) , F ratio etc.

SCOPEAND LIMITATIONS OF THE STUDY •

The Scope of this research is ultimately to understand many features, advantages of social media marketing.

• Understand the behavior of the consumer, factors affecting consumer behavior.

• Traditional method of marketing like Radio, Television are considered Upstarts with questionable staying power.

• Many progressive business owners are dabbling in social media Marketing

• The long term benefit of an effective broad scope social media marketing campaign cannot be measured in days or weeks.

• Bloggs, Twitter, Facebook fans, Dig links, Skype are various tools Adopted by customers as well as marketers too.

• Scope is concerned with the place of the research also, for that researcher has taken area in respect of rural area of Parbhani and Nanded district

As this research will be conducted in rural area of two district only , area and time is mportant limitation of the study

CHAPTER SCHEME

This study contained the following six chapters

1. Introduction
2. Review of literature
3. Research Methodology
4. Result and Discussion
5. Summary and conclusion
6. References

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